



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

FOURTH QUARTER
2006 VOLUME XIV

A Digest of Statistical Information on the Nevada Tourism Industry



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Interim Director
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A Quarterly Report Published by :
Nevada Commission on Tourism

Research and Analysis
David Peterson
Casandra Mellow

Graphic Designer
Margie Enlow

Address
401 North Carson Street
Carson City, NV 89701

Phone
775.687.4322
800.237.0774

Fax
775.687.6779

Website
www.travelnevada.com



NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2005	2006	PERCENT CHANGE
January	4,076,789	4,157,849	2.0%
February	3,999,771	3,983,073	(0.4%)
March	4,619,014	4,552,181	(1.4%)
April	4,429,135	4,390,196	(0.9%)
May	4,480,279	4,399,452	(1.8%)
June	4,375,137	4,253,568	(2.8%)
July	4,601,579	4,483,127	(2.6%)
August	4,409,981	4,455,416	1.0%
September	4,291,788	4,336,741	1.1%
October	4,393,849	4,410,689	0.4%
November	4,068,710	4,048,113	(0.5%)
December	4,009,982	3,939,296	(1.8%)
TOTAL	51,756,013	51,409,699	(0.7%)

Fourth Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Clark County:			
Las Vegas	9,474,677	9,563,638	0.9%
Laughlin	839,592	713,747	(15.0%)
Mesquite	358,354	400,966	11.9%
Washoe County	1,205,987	1,129,361	(6.4%)
All other counties	593,931	590,386	(0.6%)
TOTAL (State)	12,472,541	12,398,098	(0.6%)

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2005	2006	PERCENT CHANGE
January	998,806	817,910	(18.1%)
February	584,189	870,171	49.0%
March	788,753	873,525	10.7%
April	608,714	639,789	5.1%
May	737,075	512,309	(30.5%)
June	507,964	611,208	20.3%
July	423,653	458,497	8.2%
August	442,900	670,014	51.3%
September	644,018	454,044	(29.5%)
October	397,654	538,051	35.3%
November	653,449	635,297	(2.8%)
December	245,387	181,967	(25.8%)
TOTAL	7,032,562	7,262,782	3.3%

Fourth Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Clark County:			
Las Vegas	1,078,544	1,240,063	15.0%
Laughlin	53,640	38,497	(28.2%)
Washoe County	39,705	31,259	(21.3%)
All other counties	124,601	45,496*	(63.5%)
TOTAL (State)	1,296,490	1,355,315	4.5%

*All other counties does not include counts for Carson City.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2005	2006	NET CHANGE
January	77.3%	80.0%	2.7
February	84.8%	85.5%	0.7
March	89.6%	88.6%	(1.0)
April	86.9%	87.9%	1.0
May	85.7%	85.5%	(0.2)
June	87.6%	85.2%	(2.4)
July	88.6%	87.2%	(1.4)
August	85.2%	86.9%	1.7
September	85.2%	86.7%	1.5
October	84.5%	85.4%	0.9
November	80.4%	80.8%	0.4
December	76.4%	74.7%	(1.7)
MONTHLY AVG	84.3%	84.5%	0.2

Fourth Quarter 2006 Area Highlights

AREA	2005	2006	NET CHANGE
Clark County:			
Las Vegas	86.1%	86.9%	0.8
Laughlin	68.3%	64.8%	(3.5)
Mesquite	74.7%	82.9%	8.2
Lake Tahoe*	70.1%	66.3%	(3.8)
Washoe County	63.1%	61.8%	(1.3)
All other counties	58.4%	51.8%	(6.6)
QUARTER AVG (State)	80.4%	80.3%	(0.1)

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2005	2006	PERCENT CHANGE
January	4,280,519	4,429,545	3.5%
February	4,238,015	4,260,375	0.5%
March	4,960,237	4,901,315	(1.2%)
April	4,721,842	4,706,680	(0.3%)
May	4,815,305	4,745,687	(1.4%)
June	4,735,772	4,596,478	(2.9%)
July	4,938,136	4,851,125	(1.8%)
August	4,771,315	4,838,058	1.4%
September	4,618,169	4,671,508	1.2%
October	4,722,181	4,758,595	0.8%
November	4,343,036	4,305,884	(0.9%)
December	4,253,071	4,134,841	(2.8%)
TOTAL	55,397,597	55,200,090	(0.4%)

Fourth Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Clark County:			
Las Vegas	10,571,247	10,607,291	0.3%
Laughlin	674,976	636,540	(5.7%)
Mesquite	184,082	204,624	11.2%
Lake Tahoe*	153,624	145,247	(5.5%)
Washoe County	1,094,393	1,018,318	(7.0%)
All other counties	639,966	587,300	(8.2%)
TOTAL (State)	13,318,288	13,199,320	(0.9%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2005	2006	PERCENT CHANGE
January	178,562	178,654	0.1%
February	178,457	177,919	(0.3%)
March	178,622	178,373	(0.1%)
April	181,068	178,487	(1.4%)
May	181,171	179,153	(1.1%)
June	180,224	179,856	(0.2%)
July	179,858	179,452	(0.2%)
August	180,685	179,632	(0.6%)
September	180,763	179,553	(0.7%)
October	180,358	179,665	(0.4%)
November	180,037	177,670	(1.3%)
December	179,679	178,638	(0.6%)
END OF PERIOD	179,679	178,638	(0.6%)

Fourth Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Clark County:			
Las Vegas	133,186	132,605	(0.4%)
Laughlin	10,737	10,660	(0.7%)
Mesquite	2,682	2,683	0.0%
Lake Tahoe*	2,382	2,382	0.0%
Washoe County	18,787	17,993	(4.2%)
All other counties	11,905	12,315	3.4%
END OF PERIOD (State)	179,679	178,638	(0.6%)

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of December 31, 2006.

**References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.*

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2005	2006	PERCENT CHANGE
January	\$1,050,020	\$1,327,528	26.4%
February	927,621	1,147,611	23.7%
March	1,321,644	1,232,947	(6.7%)
April	1,310,701	1,627,597	24.2%
May	1,598,644	1,696,430	6.1%
June	1,498,341	1,722,115	14.9%
July	1,550,662	1,583,503	2.1%
August	1,369,689	1,390,641	1.5%
September	1,359,830	1,353,593	(0.5%)
October	1,334,793	1,444,863	8.2%
November	1,447,540	1,588,638	9.7%
December	1,462,815	1,643,938	12.4%
TOTAL	\$16,232,300	\$17,759,403	9.4%

Fourth Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Clark County	\$3,747,841	\$4,153,329	10.8%
Washoe County	316,611	333,962	5.5%
Douglas County*	66,795	60,438	(9.5%)
Elko County	44,853	52,575	17.2%
Carson City	17,142	17,789	3.8%
All other counties	51,905	59,346	14.3%
TOTAL (State)	\$4,245,148	\$4,677,439	10.2%

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2005	2006	PERCENT CHANGE
January	\$917,127,000	\$1,141,176,000	24.4%
February	909,524,000	1,026,293,000	12.8%
March	1,031,534,000	1,062,940,000	3.0%
April	878,295,000	989,793,000	12.7%
May	1,033,193,000	1,126,598,000	9.0%
June	954,172,000	921,077,000	(3.5%)
July	958,483,000	1,038,761,000	8.4%
August	989,053,000	1,063,326,000	7.5%
September	1,011,894,000	984,970,000	(2.7%)
October	1,059,079,000	1,062,981,000	0.4%
November	999,644,000	1,140,738,000	14.1%
December	907,706,000	1,062,753,000	17.1%
TOTAL	\$11,649,704,000	\$12,621,406,000	8.3%

Fourth Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Clark County:	\$2,493,752,000	\$2,788,179,000	11.8%
Strip	1,582,473,000	1,784,598,000	12.8%
Downtown	164,825,000	162,009,000	(1.7%)
Laughlin	146,429,000	152,353,000	4.1%
Mesquite	38,625,000	45,190,000	17.0%
County balance	561,400,000	644,029,000	14.7%
Washoe County	260,150,000	257,010,000	(1.2%)
Lake Tahoe*	75,708,000	76,932,000	1.6%
Elko County	62,392,000	67,931,000	8.9%
Carson Valley Area	30,979,000	30,697,000	(0.9%)
All other counties	43,448,000	45,723,000	5.2%
TOTAL (State)	\$2,966,429,000	\$3,266,472,000	10.1%

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2005	2006	PERCENT CHANGE
January	3,714,276	3,927,406	5.7%
February	3,648,509	3,818,096	4.6%
March	4,499,942	4,566,648	1.5%
April	4,179,119	4,354,664	4.2%
May	4,403,670	4,385,400	(0.4%)
June	4,352,011	4,399,252	1.1%
July	4,580,194	4,619,469	0.9%
August	4,453,857	4,565,020	2.5%
September	4,155,265	4,244,733	2.2%
October	4,327,386	4,504,669	4.1%
November	4,060,555	4,283,632	5.5%
December	3,967,597	4,223,006	6.4%
TOTAL	50,342,381	51,891,995	3.1%

Fourth Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
McCarran Int. (Las Vegas)	10,979,405	11,738,583	6.9%
Reno/Tahoe Int.	1,187,843	1,140,282	(4.0%)
North Las Vegas	109,058	64,305	(41.0%)
Laughlin/Bullhead Int.	36,548	45,874	25.5%
Elko Airport	32,094	14,043	(56.2%)
Henderson Exec. Airport	10,590	8,220	(22.4%)
TOTAL (State)	12,355,538	13,011,307	5.3%

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2005	2006	PERCENT CHANGE
January	1,618,668*	2,137,880	32.1%
February	1,742,027*	2,120,926	21.8%
March	2,172,538*	2,283,057	5.1%
April	2,068,600*	2,344,089	13.3%
May	2,133,777*	2,279,376	6.8%
June	2,179,454*	2,533,404	16.2%
July	2,947,294*	2,128,997†‡	(27.8%)
August	2,846,506*	2,234,868†‡	(21.5%)
September	2,479,584	2,077,872†‡	(16.2%)
October	2,401,188	2,043,367†	(14.9%)
November	2,092,117	2,015,778†	(3.6%)
December	2,383,605	2,118,420†	(11.1%)
TOTAL	27,065,358	26,318,034	(2.8%)

Fourth Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
I-15 at Primm/Jean	1,823,810	1,819,829	(0.2%)
I-15 at Mesquite	898,969	939,305	4.5%
I-80 at Verdi	1,221,053	—†	N/A
I-80 at Wells	225,975	232,660	3.0%
All other entry points	2,707,103	3,185,771	17.7%
TOTAL (State)	6,876,910	6,177,565†	(10.2%)

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction on Hwy 50 at South Lake Tahoe, the traffic totals for January 2005 through August 2005 do not contain any data.

†Due to road construction on Interstate 80 at Verdi, the traffic totals for July 2006 through December 2006 do not contain any data.

‡Due to road construction at various other entry points, the respective traffic totals for July 2006 through September 2006 do not contain any data.

Park Usage

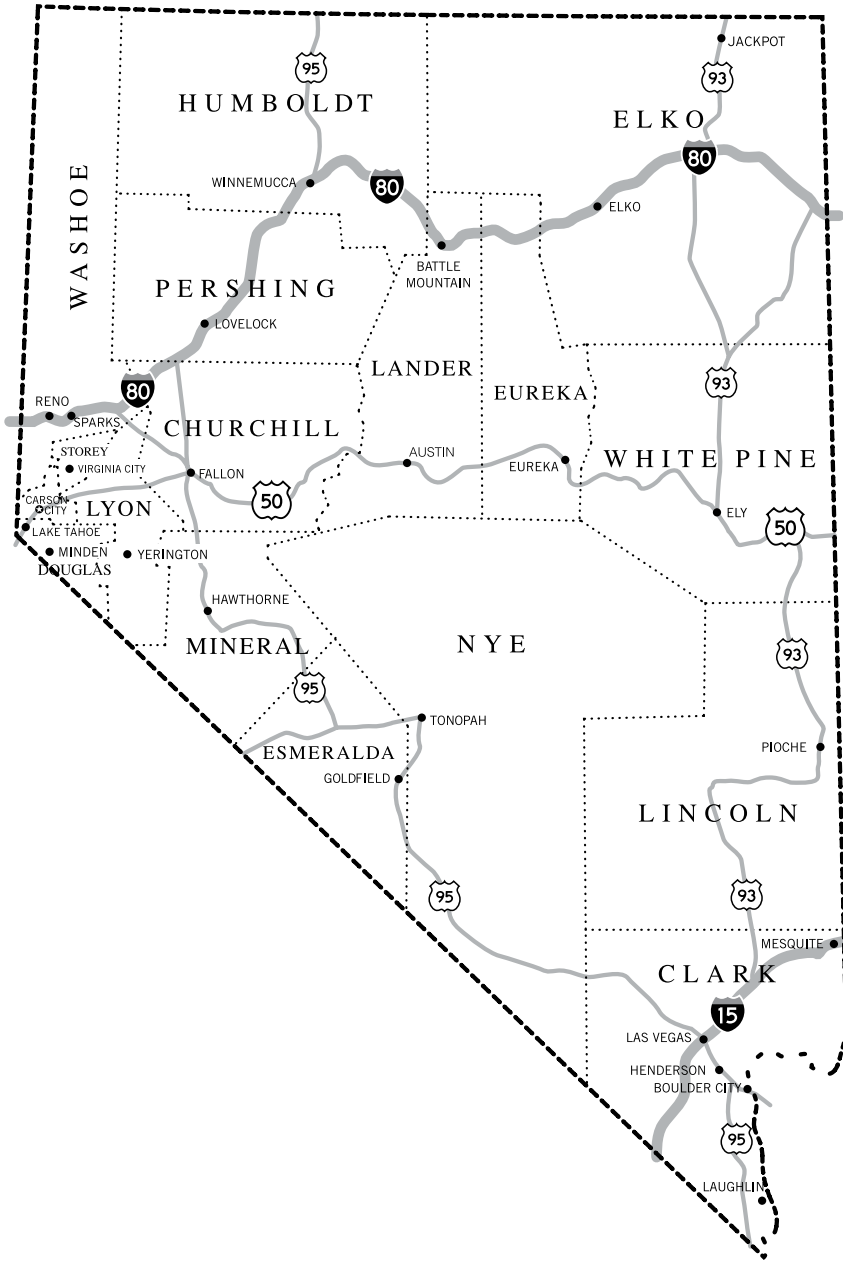
The number of people visiting state and nearby national parks.

MONTH	2005	2006	PERCENT CHANGE
January	1,044,820	1,231,334	17.9%
February	1,161,046	1,233,323	6.2%
March	1,927,955	1,640,110	(14.9%)
April	2,087,150	2,165,745	3.8%
May	2,523,846	2,537,848	0.6%
June	3,271,724	2,974,077	(9.1%)
July	3,442,049	3,481,676	1.2%
August	3,242,090	3,234,921	(0.2%)
September	2,495,570	2,484,511	(0.4%)
October	2,104,019	2,126,859	1.1%
November	1,346,542	1,359,119	0.9%
December	1,097,971	934,035	(14.9%)
TOTAL	25,744,782	25,403,558	(1.3%)

Fourth Quarter 2006 Area Highlights

AREA	2005	2006	PERCENT CHANGE
Nevada State Parks	464,645	476,935	2.6%
Great Basin Nat. Park	9,834	9,383	(4.6%)
Lake Mead Nat. Rec. Area	1,444,911	1,364,911	(5.5%)
Hoover Dam Visitor Center	176,171	187,282	6.3%
Red Rock Canyon	189,848	209,444	10.3%
Grand Canyon Nat. Park	778,628	790,972	1.6%
Zion Nat. Park	422,031	436,136	3.3%
Bryce Canyon Nat. Park	266,997	208,284	(22.0%)
Death Valley Nat. Park	193,637	146,202	(24.5%)
Yosemite Nat. Park	601,830	590,464	(1.9%)
TOTAL (All Parks)	4,548,532	4,420,013	(2.8%)

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountychamber.com

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.visithenderson.com

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.bluelaketahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824
www.VisitLasVegas.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • parks.nv.gov

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • gaming.nv.gov

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.zplace2b.com/pccofc

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.visitrenotahoe.com

Reno/Tahoe International Airport

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
tahoe.tahoechamber.org

Tonopah Convention Center

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

